

# NEW PRODUCT INTRODUCTION PLAN

	CURRENT	3rd Qtr 90	4th Qtr 90	1st Qtr 91	2nd Qtr 91	3rd Qtr 91	4th Qtr 91	1992
NATIONAL A	Bristol	—	Bucks (Oct) Camb. UL (Oct) NEXT (Nov)	<del>Next (Feb)</del> C.A.H.B. UL KS	BEST Marl Ultra or Marl Denic Medium (Jun)	<del>Best (Sept)</del> Ambrosia 100 RR (Sept)	B&H KS (Nov) Marl 100 RR	Marl Line Ext Marl 1/2 Nic Red Ex NEXT Ultra Slims KS BEST or Super BEST PV-Newport
NATIONAL B	Bristol	—	<del>Camb. UL KS</del> (Oct) Bucks (Oct)	<del>NEXT (Jan)</del> or B&H Denic (Mar)	Marl Ultra or <del>Bucks</del> Medium (June)	Ambrosia <del>100 RR</del> (Sept)	B&H KS (Nov)	
TEST MARKET	Marl Ultra Bucks NEXT Cartier PMI Marl 100 RR	<del>Marl Med</del> (Sept) Marl 83 Box (Sept) B&H Denic (Sept)	Ambrosia 1 (Oct) Marl 83 Box (Nov/90)	Ambrosia 1 (Jan) March B&H KS (Mar)	Merit 1/2 Nic. (Apr) Marl 100 RR (Apr) Red Ex (May) BEST or Super BEST (May)	Slims KS (Aug) PV-Newport (Aug) Atlantic (Sept) Slims 100's (Test Nov) B&H	NEXT Ultra (Oct)	PV-Winston (Feb/92)
REGIONAL/ LIMITED	CANTON	Alpine KS Box (Sept) Region 1 CANTON LA/SD	Marl Men KS Box Region 1 (Nov) Specialty 1 (Oct)	Parl Men Region 1 (Mar) Specialty 1 7A10/Feb	Specialty II (June)			
GRAPHICS		<del>B&amp;H (Sept)</del> Marl 25's	Cambridge (Incl 100 UL to 6mg) (Oct) Marl 100	B&H (Feb)				

→ Marl 25's  
(Nov/90)

# NEW PRODUCT INTRODUCTION PLAN

2043858027

	CURRENT	3rd Qtr 90	4th Qtr 90	1st Qtr 91	2nd Qtr 91	3rd Qtr 91	4th Qtr 91	1992
NATIONAL A	Bristol	—						Marl Line Ext
NATIONAL B	Bristol	—				Ambrosia (Sept)	B&H KS (Nov)	Red Ex NEXT Ultra Slims KS BEST or Super BEST PV-Newport
TEST MARKET	Marl Ultra Bucks NEXT  PMI Marl 100 RR	B&H Denic (Sept)		Ambrosia		Slims Ks (Aug) PV-Newport (Aug)	NEXT Ultra (Oct)	PV-Winston
REGIONAL/ LIMITED		Alpine KS Box (Sept) Region 1	Marl Men KS Box Region 1 (Nov)	Parl Men Region 1 (Mar)	Specialty II (June)			
GRAPHICS		Marl 25's	Marl 100					

NP STATUS

NP STATUS-MARLBORC

NP STATUS-B&H/V5

NP STATUS-MERIT/NEXT

PRICE VALUE  
NP STATUS-ALPINE

# NEW PRODUCT INTRODUCTION PLAN

2043858028

	CURRENT	3rd Qtr 90	4th Qtr 90	1st Qtr 91	2nd Qtr 91	3rd Qtr 91	4th Qtr 91	1992
NATIONAL A	Bristol	—	Camb. UL (Oct.) NEXT (Nov)	Bucks (Feb)	Marl Ultra or Medium (Jun)	Ambrosia I or II (Sept)	B&H KS (Nov)	Marl Line Ext Merit 1/2 Nic Red Ex NEXT Ultra
NATIONAL B	Bristol	—	Camb. UL KS (Oct) Bucks (Oct)	NEXT (Jan) or B&H Denic (Mar)	Marl Ultra or Medium (June)	Ambrosia I or II (Sept)	B&H KS (Nov)	Slims KS BEST or Super BEST PV-Newport
TEST MARKET	Marl Ultra Bucks NEXT Cartier PMI Marl 100 RR	Marl Med (Sept) Marl 83 Box (Sept) B&H Denic (Sept)	Ambrosia I (Oct)	Ambrosia II (Jan) B&H KS (Mar)	Merit 1/2 Nic. (Apr) Marl Long (Apr) Red Ex (May) BEST or Super BEST (May)	Slims Ks (Aug) PV-Newport (Aug) Atlantic (Sept)	NEXT Ultra (Oct)	PV-Winston
REGIONAL/ LIMITED		Alpine KS Box (Sept) Region 1	Marl Men KS Box Region 1 (Nov) Specialty 1 (Oct)	Parl Men Region 1 (Mar)	Specialty II (June)			
GRAPHICS		B&H (Sept) Marl 25's	Cambridge (Incl 100 UL to 6mg) (Oct) Marl 100					

NP STATUS

NP STATUS-MARLBORC

NP STATUS-B&H/VS

NP STATUS-MERIT/NEXT

PRICE VALUE  
NP STATUS-ALPINE